

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND the claims in accordance with the following:

1-13. (CANCELLED)

14. (CURRENTLY AMENDED) A point management system employing a computer for managing points issued to each customer and providing an electronic information service which is available with the customer's cumulative issued points, who redeems the issued points with an electronic information service, and connected via a communication circuit to a customer terminal for displaying the electronic information, comprising:

a point issue unit issues points to a customer according to a transaction performed by the customer;

a point calculating unit updates cumulative issued points, converts predetermined points into a time period ~~for supplying~~ associated with providing the electronic information service, and decreases the cumulative issued points according to a time spent for providing the electronic information service ~~which is redeemed by~~ according to the customer's request ~~with~~ by redeeming the customer's cumulative issued points; and

a service providing unit provides at least any of video information, voice information, software information, music information and database information as the electronic information service to the customer terminal through a communication circuit; and

wherein the point accumulation unit provides information ~~for displaying~~ of the decreased customer's cumulative issued points in proportion to the time period ~~for supplying~~ associated with the electronic information service, ~~on a screen of~~ to the customer terminal which displays the decreased customer's cumulative points during the time the electronic information service is provided to the customer terminal.

15. (CANCELLED)

16. (CANCELLED)

17. (CURRENTLY AMENDED) A method of point management for managing points issued to each customer ~~who redeems the issued points with an electronic information service, and providing an electronic information service which is available with the customer's cumulative issued points, to a customer terminal connected via a communication circuit~~ comprising:

issuing points to a customer according to a transaction performed by the customer; calculating cumulative issued points, converting predetermined points into a time period ~~for supplying associated with providing~~ the electronic information service, and decreasing the cumulative issued points according to a time spent for providing the electronic information service ~~which is redeemed by according to the customer's request with by redeeming the customer's~~ cumulative issued points; and

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit; and

providing information ~~for displaying of~~ the decreased customer's cumulative issued points in proportion to the time period ~~for supplying associated with~~ the electronic information service, ~~on a screen of~~ to the customer terminal ~~which displays the decreased customer's cumulative points~~ during the time the electronic information service is provided to the customer terminal.

18. (CANCELLED)

19. (CANCELLED)

20. (CURRENTLY AMENDED) A point management apparatus for managing points issued to each customer ~~and providing an electronic information service which is available with the customer's cumulative issued points, who redeems the issued points with an electronic information service, and connected via a communication circuit to a customer terminal for displaying the electronic information,~~ comprising:

a point issue unit issues points to a customer according to a transaction performed by the customer;

a point calculating unit updates cumulative issued points, converts predetermined points

into a time period for supplying associated with providing the electronic information service, and decreases the cumulative issued points according to a time spent for providing the electronic information service which is redeemed by according to the customer's request with by redeeming the customer's cumulative issued points; and

 a service providing unit provides at least any of video information, voice information, software information, music information and database information as the electronic information service to a the customer terminal through a communication circuit; and

 wherein the point accumulation unit provides information for displaying of the decreased customer's cumulative issued points in proportion to the time period for supplying associated with the electronic information service, on a screen of to the customer terminal which displays the decreased customer's cumulative points during the time the electronic information service is provided to the customer terminal.

21. (CANCELLED)

22. (CANCELLED)

23. (CURRENTLY AMENDED) A computer readable medium having a program stored therein to cause a point management system connected to a customer terminal via communication, circuit to execute operations, said operations comprising:

 issuing points to a customer according to a transaction performed by the customer;
 calculating cumulative issued points, converting converts predetermined points into a time period for supplying an associated with providing an electronic information service, and decreasing the cumulative issued points according to a time spent for providing the an electronic information service which is redeemed by according to the customer's request with by redeeming the customer's cumulative issued points; and

 providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a the customer terminal through a communication circuit; and

 providing information for displaying of the decreased customer's cumulative issued points in proportion to the time period for supplying associated with the electronic information service, on a screen of to the customer terminal which displays the decreased customer's cumulative points during the time the electronic information service is provided to the customer terminal.

24. (CANCELLED)

25. (CANCELLED)

26. (CURRENTLY AMENDED) A computer readable recording medium having a program stored therein to cause a point management system to execute operations, said operations comprising:

converting points issued to a customer to a time period value during which an electronic service may be transmitted according to a request by the customer by redeeming the points; and

~~decreasing an amount of the time period~~predetermined points in proportion to a lapse of the time period during which the electronic service is transmitted to the customer as requested, where the electronic service transmits at least video information, voice information, software information, music information and database information to a terminal of the customer.